

Casinos and Bingo - UK - December 2013

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“Casinos and bingo clubs are very different types of venue on almost every level, yet still face a number of similar challenges, particularly around relationships with their online cousins, their integration of new technology and the lack of understanding of their core gaming products that colours potential customers’ perceptions of their offer.”
 – David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- How can bingo clubs begin to reverse admission declines?
- What is the potential for crossover play between venues and online?
- How does lack of gaming knowledge affect consumer choice?
- How can casinos and other leisure venues best complement each other?
- How will technology impact the casino and bingo markets of the future?

Casinos and bingo clubs are two very different segments of the gambling market in everything from venue numbers and accessibility to audience demographics and playing preferences, but are also subject to many of the same external influences around taxation, legislation and competition.

The casino market is in the healthier position of the two, with the new breed of ‘large’ casinos now opening up offering a glimpse of how the industry could look in a more widely liberalised regulatory landscape. Bingo has had some success in refreshing its player base by replacing older customers with young, but is finding that frequency of visiting is far lower among these newcomers, to the detriment of overall admissions and consequently revenue.

This report assesses current trends in UK consumers’ casino and bingo club visiting habits; examines the strength of a range of incentives to attendance; and identifies ways in which operators can respond to the opportunities and challenges emerging in the market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market